

We claim:

- 1 1. A method, comprising:
 - 2 receiving, from a customer via a vending machine, a selection of a product
 - 3 available for dispensing, thereby defining a first product;
 - 4 determining a set of entitlement options;
 - 5 outputting a presentation which indicates the set of entitlement options,
 - 6 in which the presentation is output employing a game theme;
 - 7 selecting at least one of the set of entitlement options, thereby defining at
 - 8 least one selected entitlement; and
 - 9 providing the at least one selected entitlement.

1 2. The method of claim 1, in which outputting a presentation employing a
2 game theme comprises at least one of:

3 displaying an animated wheel which spins and which indicates one of a
4 plurality of benefits;

5 displaying a plurality of objects which each selectively conceal an
6 indication of a benefit; and

7 displaying a plurality of spinning reels which each bear symbols
8 representative of benefits.

1 3. The method of claim 1, in which selecting at least one of the set of
2 entitlement options comprises:

3 receiving, from a customer via a vending machine, a selection of at least
4 one of the set of entitlement options, thereby defining the at least one selected
5 entitlement.

1 4. The method of claim 1, in which selecting at least one of the set of
2 entitlement options comprises:

3 selecting at least one of the set of entitlement options based at least in part
4 on an input received from a customer.

1 5. The method of claim 1, in which selecting at least one of the set of
2 entitlement options comprises:
3 selecting at least one of the set of entitlement options without regard to any
4 input that is received from a customer after receiving, from the customer, the
5 selection of the product available for dispensing.

1 6. The method of claim 1, in which determining a set of entitlement options
2 comprises:
3 determining a set of entitlement options based on the first product.

1 7. The method of claim 1, in which determining a set of entitlement options
2 comprises:
3 determining a set of entitlement options based on profit inventory
4 management data.

1 8. The method of claim 1, further comprising:
2 vending the first product.

1 9. The method of claim 1, in which the at least one selected entitlement
2 comprises at least one of:
3 a particular product to be provided in addition to the first product; and
4 an inventory group from which at least one component product is selected.

1 10. The method of claim 1, in which the at least one selected entitlement
2 comprises at least one of:

3 a discount on a product;

4 a refund on a payment;

5 a provision of at least one additional entitlement;

6 a coupon; and

7 an increase in a credit balance of the vending machine.

1 11. The method of claim 1, in which providing the at least one selected
2 entitlement comprises providing a product for free.

1 12. The method of claim 1, further comprising:
2 updating inventory data to reflect dispensed products.

1 13. The method of claim 1, in which outputting a presentation which indicates
2 the set of entitlement options comprises:
3 determining whether to output a presentation; and
4 outputting the presentation in response to a determination to output the
5 presentation.

1 14. A method, comprising:
2 receiving, from a customer via a vending machine, a selection of a first
3 product that is available for dispensing by the vending machine;
4 determining, based on profit inventory management data, a set of products
5 that are available for dispensing by the vending machine;
6 outputting a game to the customer;
7 receiving, via the game, a selection of a product from the set of products,
8 thereby defining a selected product;
9 vending the selected product, and
10 vending the first product.

1 15. The method of claim 1, in which receiving, via the game, a selection of a
2 product from the set of products comprises:
3 randomly selecting a product from the set of products.